

\$15,000.00 in CASH Offered as PRIZES in a Contest of Ideas

That all the world may submit appropriate wordings to appear over
the Greatest Operating Electric Display of the Century

The Fiery Chariot Race in New York

Showing Which Concerns and Products are the Recognized

"LEADERS OF THE WORLD"

Remington Typewriters.
Remington Typewriter Co.,
New York, N. Y.

**Armour's Star Ham, Extract of Beef,
or Simon Pure Lard & Grape Juice.**
Armour & Co., Chicago, Ill.

Gold Medal Flour.
Washburn-Crosby Co.,
Minneapolis, Minn.

Waterman's Ideal Fountain Pens.
L. E. Waterman Co.,
New York, N. Y.

Le Page's Glue.
Russia Cement Co.,
Gloucester, Mass.

Waltham Watches.
Waltham Watch Co.,
Waltham, Mass.

**Angelus Player Pianos
and Piano Players.**
The Wilcox & White Co., Meriden, Conn.

"THE RECOGNIZED LEADERS OF THE WORLD"

**Edison Phonographs
and Amberol Records.**
Thos. A. Edison, Inc., Orange, N. Y.

Pompeian Massage Cream.
Pompeian Mfg. Co.,
Cleveland, Ohio.

**Gem Jr. Safety Razor
and Damaskeene Blades.**
Gem Cutlery Co., New York, N. Y.

Hotel Astor Coffee.
B. Fischer & Co.,
New York, N. Y.

Kelly Motor Trucks.
Kelly Motor Truck Co.,
Springfield, Ohio.

Jewels, Gold and Silversmiths.
Black, Starr & Frost,
5th Avenue, New York, N. Y.

**Curtice Bros. Blue Label Ketchup,
Blue Label Soups & Canned Goods.**
Curtice Bros. Co., Rochester, N. Y.

Ford Popular-Priced Motor Cars.
Ford Motor Co.,
Detroit, Mich.

Bohn Syphon Refrigerators.
White Enamel Refrigerator Co.,
St. Paul, Minn.

**Dayton Bicycles and
Davis Sewing Machines.**
Davis Sewing Machine Co., Dayton, O.

Vollrath Enameled Ware.
The Vollrath Co.,
Sheboygan, Wis.

Winchester Guns and Ammunition.
Winchester Repeating Arms Co.,
New Haven, Conn.

Walk-Over Shoes.
Geo. E. Keith Co.,
Brockton, Mass.

Educator Crackers.
Johnson Educator Food Co.,
Boston, Mass.

New Haven Clocks—Tattoca.
New Haven Clock Co.,
New Haven, Conn.

Gorton's Codfish.
Gorton-Pew Fisheries Co.,
Gloucester, Mass.

Everwear Hosiery.
Everwear Hosiery Co.,
Milwaukee, Wis.

Electric Light and Power.
The New York Edison Co.,
New York, N. Y.

**Lowney's Cocoa.
Lowney's Chocolates.**
Walter M. Lowney Co., Boston, Mass.

Toledo Computing Scales.
Toledo Computing Scale Co.,
Toledo, Ohio.

Poroskmit Summer Underwear.
Chalmers Knitting Co.,
Amsterdam, N. Y.

Smith & Wesson Revolvers.
Smith & Wesson, Inc.,
Springfield, Mass.

Wales Visible Adding Machines.
The Adder Machine Co.,
Wilkes-Barre, Pa.

Optimo All-Havana Cigar.
A. Santaella & Co.,
Tampa, Fla.

**Quaker Oats.
Puffed Rice and Puffed Wheat.**
Quaker Oats Co., Chicago, Ill.

Rules and Conditions of the Contest

Each advertisement or slogan written must be limited to three lines, not to exceed eighteen letters and spaces to each line (such as could be placed in the blocks on the curtain over the race reproduced on this page).

Be sure to leave one space between each word and do not divide any words between lines, for example, the following wording:

**THE RICE ELECTRIC
DISPLAY CO. UNITES
THE WORLDS LEADERS**

The first line contains "The Rice Electric," being 15 letters and 2 spaces, leaving one space at the end. The second line contains "Display Co. Unites," being 15 letters, one period and two spaces, requiring full 18 spaces.

The third line contains "The Worlds Leaders," also using all 18 spaces. However, you need not use all the spaces. The shorter and stronger the expression, the better.

The following abbreviations and characters can be used in place of any letter:—(period .), (and &) (dash—), (per cent. %), (dollar \$), (cent ¢); also figures, 1-2-3-4-5-6-7-8-9-0.

All wordings must be freely submitted in this contest and shall become the property of the Rice Electric Display Company, and will not be returned. We also reserve the right to disqualify the copy of any contestant whom in our judgment we deem is using unfair methods in this contest.

Ideas will be judged upon their merit in point of best advertising value.

No contestant shall submit exactly the same wording for more than one of the "Leaders of the World."

In the event of a tie for any of the 3 big prizes, an equal division of the prize money shall be made to those tying.

In the event of a tie for the 1st prize after dividing the 1st prize money, we will award the silver trophy to the tying contestant whom we feel has submitted the ideas of greatest merit.

You may submit either one or two advertisements for any or all of the "Recognized Leaders of the World," but no more than two advertisements for each concern can be submitted by any one contestant. Use a different sheet of paper for each of these concerns, but write only on one side of it.

Put the firm's name on top. Follow with your suggestions for that firm and sign your name and full address on the bottom of each sheet.

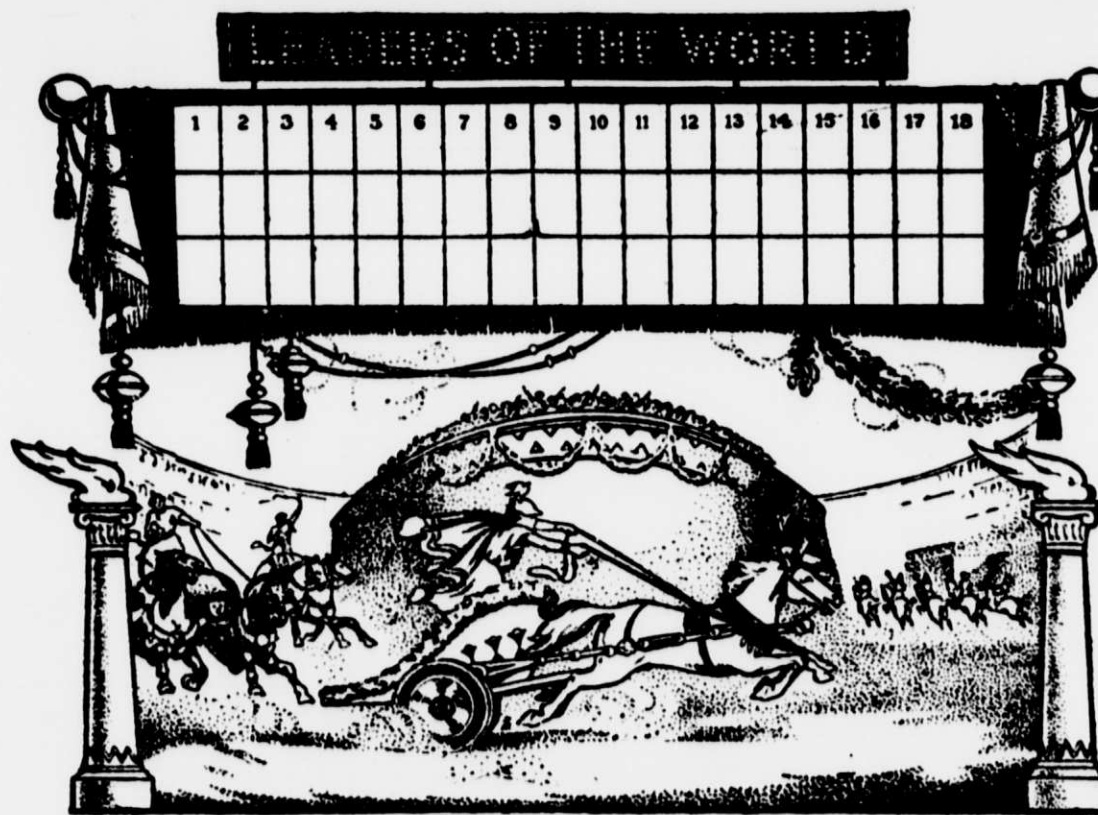
The contest closes on July 15, 1911, and all contest mail must bear postmark not later than that date.

No questions can be answered in this contest. Prize winners will be announced in this paper. Do not send any of your suggestions direct to these concerns, but forward them all in one envelope and address as follows:

**"Leaders of the World Contest"
The Rice Electric Display Co.
1328 Broadway, New York City**

World's Leaders

One thousand firms could have paid for the service on the "Leaders of the World" Display, but our committee selected these great concerns and invited them into this affiliation as the "Recognized Leaders" in their line. Note the class of business represented as well as the standing of the concerns.



The Great Chariot Race, Facing Herald Square, New York

PRIZES

1st prize, \$2000.00 in CASH and solid silver trophy, specially designed by Black, Starr & Frost, 5th Avenue, New York.

2nd Prize, \$1000.00 in CASH: 3rd Prize, \$500.00 in CASH:
The 1st, 2nd and 3rd Prizes to be awarded to the persons having the 1st, 2nd and 3rd largest number of advertisements accepted by the "Leaders of the World" combined.

\$11,500.00 OFFERED IN ADDITIONAL PRIZES

Prizes of various amounts to be awarded as one dollar for each and every advertisement accepted by the different "Leaders of the World," until the sum of \$11,500.00 is absorbed, making a total of FIFTEEN THOUSAND DOLLARS, as offered.

ALSO A CERTIFICATE FOR EVERY WINNER

Everyone having copy accepted by the "Leaders of the World" will be issued a handsome certificate, giving the names of the firms, and certifying that this person has submitted ideas for advertising that have been accepted by the "Recognized Leaders of the World."

SPECIAL EXTRA PRIZES.—\$25.00 will be paid for each and every accepted suggestion, for the best general way by which these mammoth concerns may make the greatest use of their recognition as "Leaders of the World" in their line of business, among their dealers, sales force and in other ways and forms of advertising.

Address these suggestions to
Service Department, The Rice Electric Display Co., 1328 Broadway, New York, N. Y.

JUDGES

Each of these concerns will judge and pass upon the advertisements submitted for their respective firms.

Opportunity

Lack of opportunity is the great barrier of many a bright mind's success. The opportunity is now afforded you to submit your ideas to the affiliation of "The Recognized Leaders of the World," which may open the avenue to your future success.

Absolutely Free!

In entering this contest there is no cost or obligation involved. Many of the brightest slogans or catch lines used in advertising today were created in the brains of non-professional advertising people.

Many persons possess some talents that they have overlooked or possibly never had the opportunity to put to use, the knowledge of which would place an increased value on their daily work and effort.

Open up a few charges of ginger and push—crisp, catchy wordings should be the rule, clear cut and to the point, convincing arguments of the superiority of the "Leaders of the World" products.

Get Busy, Enter the Contest

You cannot profit by your ideas unless you put them into practice. Be a leader in the race of brains, the way to success.

Facts About the "Leaders of the World" Display

Location and Operation

The world's greatest operating electric display representing a Roman Chariot Race in electricity, is located at 38th Street and Broadway, directly facing Herald Square in Greater New York, undisputed the busiest spot on earth and where people from every part of the world pass every night in the year.

This display is illuminated every evening at dusk and burns until 12.30 a. m. When illuminated, the following operations take place, throwing the entire picture of fire of many colors in motion:

The horses all appear to be running at break-neck speed, yet never overtaking the main chariot, which represents the "Leaders." The wheels of the great chariot revolve swiftly, while the road appears to recede from beneath the flying hoofs and revolving wheels. The crimson cape of the leading driver as well as the manes and tails of the horses all appear to be waving in the wind, while the lights that decorate the arena wall appear to move in the opposite direction. On either side, mounted on the 35-foot columns, are brasiers of fire, throwing forth flames over 8 feet long.

Directly over the race is suspended a great steel curtain that is 20 feet high by nearly 100 feet long. Mounted on the top of this curtain is the title of this great display—"Leaders of the World." All during the evening there appears continuously on this curtain the announcements of these world's greatest business concerns.

Mammoth Proportions.—The display is one-third of a New York City block wide, rises 72 feet above the roof (7 stories of an ordinary building).

Contains about 20,000 electric bulbs requiring 600-horse-power to operate. Over 500,000 feet of wire (over 95 miles) was used—making necessary over 70,000 electric connections.

THE RICE ELECTRIC DISPLAY COMPANY

ELWOOD E. RICE, President

Capital, \$500,000.00.

Home Office, Dayton, Ohio.

OWNERS AND OPERATORS

1328 Broadway, New York City